

## Historian & Media Relations (HMR) Program July Promotion

Hello, Auxiliaries of California!

Welcome to one of the coolest Programs in the entire VFW Auxiliary! We're going to have fun this year, celebrate your successes and even learn a new trick or two as we'll be showing you some training along the way.

**Essential Basic:** The key point of the Program is to be your Auxiliary's:

- 'Town Crier' to announce upcoming events,
- 'Storyteller' to capture/document your Auxiliary's activities, and
- 'Memory Keeper' to record these activities

SO YOU CAN TELL YOUR AUXILIARY'S STORY TO YOUR COMMUNITY.

We need to let people know who we are and what we do, and by sharing our story, keep current members involved and attract new members.

Sounds straightforward, right? So, where do you start? One way to look at the Program is to break it into its three discrete perspectives:

- Future: publicize what events are coming up – put flyers in your local paper, on your website and on Facebook, Nextdoor newsletters and other social media
  - (NOTE: side benefit for HMR folks – they are the *first* to know activities and events are coming up)
- Present: capture, in words / pictures / newspaper clippings, etc., what is happening as the events occur
- Past: put together a historical record of what was done, using the '5 Ws'

The '5 Ws' are basic elements of investigative reporting: your flyers, newsletter articles and photos should be annotated with the **Who / What / When / Where / Why** about what is written or shown...[welcome to *Journalism 101*].

You may want to encourage your Auxiliary / District President to help you to form a HMR team – because California is so large, President Mary Anne Kreutz appointed three HMR teammates: Lynette Peavey in the North, Maddie Cunningham-Colston in the Central section and LeAnna Brown in the South. We comprise the Web Team, as well, together with Department Secretary Renee Fulk. It's fun to be part of the Team and it makes getting the word out about your Auxiliary easier!

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## July Promotion

### Page Two

For openers, you might consider meeting with your Auxiliary/District President to get a list of upcoming events. Try to answer the '5Ws' for each event/date.

Then, look to your outlets for publicizing the events. Does your Auxiliary and/or Post have a newsletter and/or website where you can have the information (or a flyer with the information) posted? Can you put an announcement on the local Nextdoor site?

Wondering where you can get some help? There are a LOT of resources that offer help and aid with the basics, starting with the Auxiliary's National website page entitled "Programs & Publicity Resources." You can go to <https://vfwauxiliary.org/resources/> and scroll down to the "Historian & Media Relations" section. There, you'll find all of the topics shown below addressed in detail, complete with forms and brief presentations that illustrate documents that show you "How to" do things on social media platforms -- we'll have training to supplement what National has.

Historian & Media Relations	Websites & Social Media
<p><a href="#">VFW Auxiliary Emblem Branding Center</a></p> <p><b>Sample Photo Release Forms</b></p> <ul style="list-style-type: none"><li>• <a href="#">Adult Photo Release Form</a></li><li>• <a href="#">Youth Photo Release Form</a></li></ul> <p><b>Speaker's Bureau Tool Kit</b></p> <ul style="list-style-type: none"><li>• <a href="#">VFW Auxiliary Speaker's Bureau</a></li><li>• <a href="#">Speaker's Bureau Tool Kit</a></li><li>• <a href="#">Speaking Request Sample Letter</a></li></ul> <p><b>Publicity Tools &amp; Press Releases</b></p> <ul style="list-style-type: none"><li>• <a href="#">VFW Auxiliary Brochure Order Form</a> (Fillable PDF)</li><li>• <a href="#">VFW Auxiliary Fact Sheet</a></li><li>• <a href="#">VFW Auxiliary Elevator Speech/What We Do</a></li><li>• <a href="#">VFW Auxiliary Local Talking Points</a> (Word doc)</li><li>• <a href="#">VFW Auxiliary National Talking Points</a></li><li>• <a href="#">VFW Auxiliary Letterhead Template</a> (Word doc)</li><li>• <a href="#">VFW Auxiliary PowerPoint Template</a> (PowerPoint doc)</li><li>• <a href="#">VFW Auxiliary Publicity Guide</a></li><li>• <a href="#">How to Share Your Local Auxiliary Story Ideas and Events with Local Media</a></li><li>• <a href="#">Communications Award/Certificate of Recognition for Local Media</a> (Fillable PDF)</li><li>• <a href="#">Announcement of a New VFW Auxiliary Media Release Template for Local Auxiliaries</a> (Word doc)</li><li>• <a href="#">Announcement of a Forming VFW Auxiliary Media Release Template for Local Auxiliaries</a> (Word doc)</li><li>• <a href="#">Announcement of a VFW Auxiliary Membership Drive - Version 1</a> (Word doc)</li><li>• <a href="#">Announcement of a VFW Auxiliary Membership Drive - Version 2</a> (Word doc)</li></ul>	<p><b>Facebook Posts for Member Recruitment</b></p> <ul style="list-style-type: none"><li>• <a href="#">Facebook Posts for Member Recruitment</a></li></ul> <p><b>Website Basics: What to Include</b></p> <ul style="list-style-type: none"><li>• <a href="#">Website Basics: What to Include</a></li></ul> <p><b>VFW Auxiliary Website Solutions Program Grant Application</b></p> <ul style="list-style-type: none"><li>• <a href="#">VFW Auxiliary Website Solutions Program Grant Application</a></li><li>• <a href="#">VFW Auxiliary Website Solutions Program Flier</a></li><li>• <a href="#">VFW Auxiliary Website Solutions Program FAQ</a></li></ul> <p><b>Top 10 Reasons to Have an Auxiliary or Department Facebook Page</b></p> <ul style="list-style-type: none"><li>• <a href="#">Top 10 Reasons to Have an Auxiliary or Department Facebook Page</a></li></ul> <p><b>Active and Awesome Auxiliary Facebook Pages</b></p> <ul style="list-style-type: none"><li>• <a href="#">Active and Awesome Auxiliary Facebook Pages</a></li></ul> <p><b>How to Set Up Your Auxiliary Facebook Page</b> (updated September 2021)</p> <ul style="list-style-type: none"><li>• <a href="#">How to Set Up Your Auxiliary Facebook Page</a> (updated September 2021)</li></ul> <p><b>How to Add or Remove An Administrator on Your Auxiliary Facebook Page</b> (updated September 2021)</p> <ul style="list-style-type: none"><li>• <a href="#">How to Add or Remove An Administrator on Your Auxiliary Facebook Page</a> (updated September 2021)</li></ul> <p><b>How to Post to Your Auxiliary Facebook Page</b> (updated September 2021)</p> <ul style="list-style-type: none"><li>• <a href="#">How to Post to Your Auxiliary Facebook Page</a> (updated September 2021)</li></ul> <p><b>How to Schedule a Post on Your Auxiliary Facebook Page</b> (updated September 2021)</p> <ul style="list-style-type: none"><li>• <a href="#">How to Schedule a Post on Your Auxiliary Facebook Page</a> (updated September 2021)</li></ul> <p><b>How to Edit or Delete Posts on Your Auxiliary Facebook Page</b> (updated September 2021)</p> <ul style="list-style-type: none"><li>• <a href="#">How to Edit or Delete Posts on Your Auxiliary Facebook Page</a> (updated September 2021)</li></ul> <p><b>Best Practices for Your Auxiliary or Department Facebook Page</b> (updated September 2021)</p> <ul style="list-style-type: none"><li>• <a href="#">Best Practices for Your Auxiliary or Department Facebook Page</a> (updated September 2021)</li></ul> <p><b>Sample Speeches</b></p> <ul style="list-style-type: none"><li>• <a href="#">Memorial Day Address 1</a></li><li>• <a href="#">Memorial Day Address 2</a></li><li>• <a href="#">Veterans Day Speech 1</a></li><li>• <a href="#">Veterans Day Speech 2</a></li></ul>

You'll notice that the first topic listed in the HMR section above is "VFW Auxiliary Emblem Branding Center" which describes the already-authorized uses of the

# Historian & Media Relations (HMR) Program

## July Promotion

### Page Three

Auxiliary’s emblem (such as on correspondence) and the situations where you need to request prior approval (such as getting it printed onto a cake).

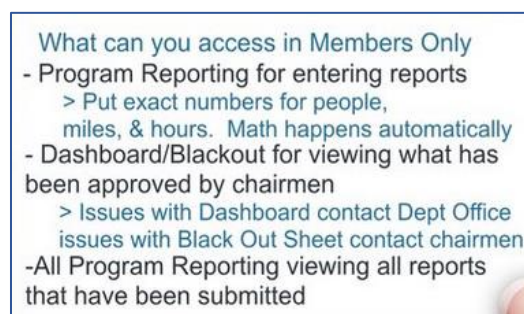
In future promotions, we’ll be telling you about the Department’s Facebook page, our Website, traditional and social media platforms, how to take great photos and how to organize your Memory Keeper materials.

**Fun Nickname:** “Historian & Media Relations” is a long name. It can be abbreviated to “H&MR” or “HMR” -- if you pronounce the acronym, you get:

**“HUMMER”**

Here in California, we are **HUMMERS** and we can’t wait to show you the fun things you can do to help raise your Auxiliary’s profile in the community!

We are also the Department’s Web Team and keep the website up-to-date. We want members to go to the “Members Only” area and log in because we have lots of wonderful information inside the protective barrier, such as our Program Book, contact information for Officers and Chairmen, forms, training videos, and much more! To help members navigate to the right spot, we have passed out these handy reference cards:



Please do not hesitate to call or write if you have a question or comment.

Lynette



Maddie



LeAnna



North	Central	South
Lynette Peavey	Maddie Cunningham-Colston	LeAnna Brown